

## **Bio**

### **Dr. Carl McAfee**

Carl McAfee is a chemist who works as a technical resource for small to medium sized manufacturers. My main industries are rubber, plastics, films and fibers. I maintain a polymer characterization lab for our customers and clients. I have a B.S. in Chemistry from Harding University and a Ph.D. in Analytical Chemistry from Texas A&M University. I started my career with the Dow Chemical Company, then worked for a smaller privately held company in the DFW area, then began my consulting company in Dec. 1996. I have worked as a consultant for the last 18 years. When I am not working I enjoy growing grapes on my homestead in Kennedale, TX.

## **Abstracts**

### **“Relationship building in the Commercial world of business”**

Communication is key in business relationships. Networking, establishing and maintaining relationships is vital for effective communications. Developing your one minute, five minute and 15 minute story of your product is key for the “selling” process. Also important is knowing your “product” whether it is you, your research, or a material. We will focus our discussion on some simple and practical ways to develop communication skills and relationship building techniques.

### **“Designed Experiments for Problem Solving”**

Designed experiments are valuable tool for problem solving. We will discuss fundamentals of the designed experiment process including setting up a design, evaluation of a data set, and interpreting results which lead to a statistically significant result. This simple and effective technique is often not well understood or used in research today, but is growing in popularity and understanding as more researchers have access to software that makes using the technique more accessible. We will use Design Expert by Stat-Ease in Minneapolis as our platform for this discussion. Please see their website at [www.statease.com](http://www.statease.com) for initial concepts.